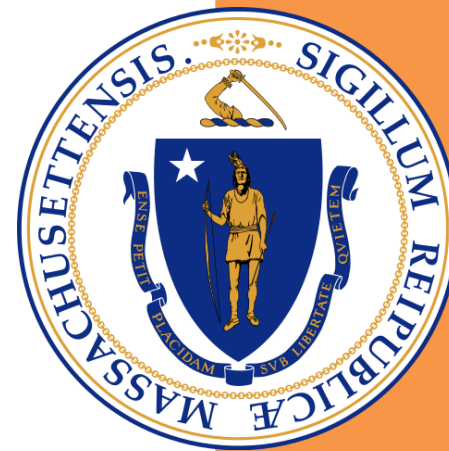


# The Massachusetts Board of Library Commissioners

The Executive Office for Administration and Finance  
Commonwealth of Massachusetts



Performance Report  
Fiscal Year 2013

Dianne L. Carty | Acting Director

## MESSAGE FROM THE ACTING DIRECTOR

I am pleased to present the FY2013 report of the Massachusetts Board of Library Commissioners.

As Acting Director since March 2013, I have worked closely with the extremely hard working and competent staff here at the agency. Despite the shortage of human power, the agency has been able to advance the goals of the Board of Library Commissioners, always with the mission of the agency in the forefront.

As you can see in the 'Actions Update' section below, the agency has continued to move ahead with its programs.

It continues to be an honor and a pleasure to serve as the Acting Director.

**Dianne L. Carty**  
**Acting Director**  
**Massachusetts Board of Library Commissioners**

As an agency within the Executive Office of Administration and Finance, the Board of Library Commissioners' goals reflect and bolster the commitments of A&F to bring about Better Finance, Better Health Care, Better Performance and Better Government.

This report was developed pursuant to Executive Order 540, Governor Patrick's directive to embed strategic planning and performance management across state government. The Board of Library Commissioners' FY13 Performance Report describes progress achieved against the goals set out in its 2013-2015 Strategic Plan.

Please send feedback  
regarding this report to:  
[info@mblc.state.ma.us](mailto:info@mblc.state.ma.us)

### **Goal 1: Deliver more efficient shared services**

One of the initiatives under this goal was to increase the number of small libraries that are members of automated resource sharing networks. Small libraries are defined as those serving municipalities of less than 10,000 in population. Through our 'Small Libraries in Networks Program', the MBLC helps with fiscal support so that small libraries may join these networks. During FY2013, four libraries joined networks in: West Tisbury Free Public Library, Chilmark Free Public Library, Aquinnah Public Library, Warwick Free Public Library, increasing the percentage of small libraries in networks from 72% to 75%.

Another program under this goal is the Summer Reading Program. Historically a popular public library program, the FY2013 program reached an all-time participation high. Through collaboration with the Massachusetts Library System and a partnership with the Boston Bruins, the MBLC coordinates a statewide summer reading program. In the last few years it has been expanded to include young adults and adults, in addition to the

traditional programs for children. Participation in 2013 was 379,000, up from 336,141 in 2012.

### **Goal 2: Enhance the role of libraries as community centers**

Libraries designated as Ports in the Storm or as FEMA-designated Disaster Recovery Centers, serve residents following a gubernatorially or presidentially declared disaster. The number of residents served increased from 364 in FY2012 to 4,500 in FY2013. This was accomplished through expanded outreach on the part of MBLC staff to the library community.

### **Goal 3: Improve access to all library services for all residents of the Commonwealth**

The State Aid to Public Libraries, a central program of the MBLC, is awarded annually to those municipalities and their libraries that apply for state aid and meet statutory and regulatory requirements. Not every municipality applies for state aid. In FY2013 the highest number of applicants and municipalities were certified to receive state aid, 334. Workshops are held throughout the state annually to assist with the application process and three

years ago a web-based data management system was made available to librarians to ease the data collection and report process.




### **Goal 4: Enhance the quality of library services**






The Massachusetts Public Library Construction Program (MPLCP) has for 25 years been the jewel in the crown of the MBLC programs. MPLCP was first funded by a state bond authorization in 1987. Since then, the MPLCP has helped build 51 new library buildings and 126 addition, renovation, and conversion projects. The MPLCP also awards planning and design grants to support public libraries as they prepare to apply for a construction grant. In FY2013, 17 new or renovated public library construction projects were underway.






### **Goal 5: Improve agency customer service**








The agency continues to employ social media to interact with the public. Flickr, Pinterest, Twitter and YouTube have been added and used by staff to reach out to customers. We expect to add a customer satisfaction survey to the mix in FY2014.



# PERFORMANCE DASHBOARD

STATUS LEGEND						
On Target (>= Target)		Close-to-Target (>= 80-99%)		Off Target (<80% of Target)		Not Applicable (N/A) -
Note: Descriptions for performance measures can be found on page 9						

GOAL	MEASURE	FY2013	FY2012	TREND	TARGET	STATUS	COMMENTS
A&F Goal: Better Performance							
Deliver more efficient shared services	Percent of libraries participating in the statewide eBook system	NA	NA	NA	NA	--	There are 51 libraries in the pilot project to begin in FY2014 which represents 3% of MLS members.
	Number of eBooks available	155,597	162,570	Stable	175,000		Variance in numbers due to ways ebook vendors sell licenses.
	Percent of small libraries in networks	75%	72%	Improving	75%		Four libraries joined networks in 2013: West Tisbury Free Public Library, Chilmark Free Public Library, Aquinnah Public Library, Warwick Free Public Library.
	Total number of items lent on the virtual catalog	80,374	66,008	Improving	75,000		Drop expected due to library system migrations during FY14. There is expected to be a decrease for 2 years during the transition period from an old to a new system.
	Number of licensed database user sessions	10,377,035	8,956,113	Improving	9,000,000		
	Number of summer reading participants	379,000	336,141	Improving	350,000		

GOAL	MEASURE	FY2013	FY2012	TREND	TARGET	STATUS	COMMENTS
<b>Enhance the role of libraries as community centers</b>	Number of residents served by public libraries that have been designated as Ports in the Storm during and after or as FEMA-designated Disaster Recovery Centers (DRC) following a gubernatorally or presidentially declared disaster	4,500	364	Improving	2,000		The program in 2012 was limited to a potential of 320 public libraries designated by FEMA as disaster recovery centers. Due to lack of funding for FEMA, the program shifted to a much larger potential of public facilities (including public libraries) as Ports in the Storm during a declared disaster.
	Community engagement projects as a percent of total projects	64%	100%	Improving	100%		Reductions in federal funding limited projects that could be supported; each year a number of applications are anticipated, sometimes the actual number of applications does not meet the expected number.
<b>A&amp;F Goal: Better Government</b>							
<b>Improve access to all library services for all residents of the Commonwealth</b>	Total visitors per year to the MBLC web page	406,299	NA	NA	420,000		Google Analytics was installed on the consumer portal at the beginning of FY13 (7/2/2012) – no comparable prior period data available.
	Number of Facebook likes	227	NA	NA	300		Facebook account launched in 2013 –no prior period data available.
	Percent of municipalities certified in the State Aid to Public Libraries program	98% (344 munis certified)	97.435% (342 munis certified)	Improving	100%		Not all municipalities apply for State Aid annually. All municipalities annually receive a direct mailing (if there is a library) with information and an application for state aid.

GOAL	MEASURE	FY2013	FY2012	TREND	TARGET	STATUS	COMMENTS
	Number of blind and disabled residents served	27,080	27,106	Stable	27,000		
	Number of items circulated through the talking book programs	648,749	641,427	Improving	648,000		
<b>Enhance the quality of library services</b>	Number of attendees at MBLC and MLS training programs	5,543	4,831	Improving	5,000		Training figures include participants of online training.
	Number of available digitized items	35,825	23,103	Improving	30,000		
	Number of new or renovated library construction projects underway	17	11	Stable	24		The number of projects that went forward was determined by the FY13 capital budget which covers projects in the pipeline and new projects offered provisional grant awards as well as the ability of municipalities to secure local matching funds for a major capital improvement projects.
	Number of grants awarded for the Customer Service in the Digital Age program	7	NA	NA	10		New grant program – prior period data unavailable; Reduction in federal funding limited the number of grants that could be supported; Some of the concepts behind the grant needed to be fine-tuned.
<b>Improve agency customer service</b>	Number of page views on the online Newsroom	8,277	NA	NA	10,000		The purpose of the Newsroom is to provide librarians with information, brochures, and other resources that they may use in support/to promote MBLC funded programs, projects and initiatives.

GOAL	MEASURE	FY2013	FY2012	TREND	TARGET	STATUS	COMMENTS
	Number of page views on the MBLC website	675,729	NA	NA	700,000		
	Percent of librarian survey respondents reporting a positive customer service experience with MBLC	NA— survey software not yet ready for use.	NA— survey software not yet ready for use.	NA	NA		Staff reductions have put this project on hold.

## NOTEWORTHY CHANGES, ADDITIONS OR DELETIONS

GOAL	ACTION OR MEASURE	CHANGE, ADDITION OR DELETION EXPLANATION
<b>Deliver more efficient shared services</b>	Total number of items lent on the virtual catalog	Change: Measure changed from <i>Percent of virtual catalog ease of use by patrons and staff</i> which aimed to track survey responses gauging the ease of use of the virtual catalog. It was not feasible to assess ease of use; total number of items lent is a more appropriate measure.
<b>Enhance the role of libraries as community centers</b>	Number of residents served by public libraries that have been designated as Ports in the Storm during and after or as FEMA-designated Disaster Recovery Centers (DRC) following a gubernatorally or presidentially declared disaster	Change: Measure changed from <i>Percent of public library disaster center designations</i> to keep current with FEMA programs.
	Percent of libraries with Edge certification	Deletion: Measure deleted because Edge certification will require a fee payment by libraries.
	Community engagement projects as a percent of total projects	Change: Measure changed from <i>Number of community engagement projects</i> .
<b>Improve access to all library services for all residents of the Commonwealth</b>	Total visitors per year to the MBLC website	Change: Measure changed from <i>Number of unique website hits on the Massachusetts Libraries page</i> to allow for a total visitor count.
	Number of items circulated through the talking book programs	New: Measure designed to capture additional information on the talking book Programs.
<b>Enhance the quality of library services</b>	Number of new or renovated library construction projects underway	Change: Measure changed from <i>Number of new or renovated libraries</i> to allow for a more accurate picture of construction activity.
<b>Improve agency customer service</b>	Number of page views on the online Newsroom	Change: Measure change from <i>unique hits</i> to page views to capture total usage
	Number of page views on the MBLC website	New: Measure used to assess usage of MBLC agency website.



## MEASURE DESCRIPTIONS

GOAL	MEASURE	DESCRIPTION	SOURCE
<b>Deliver more efficient shared services</b>	Percent of libraries participating in the statewide eBook system	This measure tracks the percent of libraries subscribing to a platform that serves eBooks to their residents. A pilot project is expected to launch in FY2014.	Future data source is tentatively the Massachusetts Library System (MLS) or an automated resource sharing Network
	Number of eBooks available	This measure tracks the total number of eBooks available statewide.	MBLC
	Percent of small libraries in networks	This measure tracks the percent of libraries serving municipalities of less than 10,000 in population that are members of an automated library network.	Automated resource sharing networks
	Total number of items lent on the virtual catalog	This measure tracks the total number of items lent through the virtual catalog.	Virtual catalog administrator
	Number of licensed database user sessions	This measure tracks the total number of user sessions on licensed databases. Licensed collections of searchable content include magazines, scholarly journals, reference books, encyclopedias, newspapers, videos, and images from commercial, educational and association publishers. Coverage dates vary from vol. no. 1 to the present. Statewide licensed databases are accessible to all Massachusetts residents from their libraries, homes, and anywhere they have access to the Internet, including mobile devices.	MBLC
	Number of summer reading participants	This measure tracks the total number of participants in summer reading programs reported by participating libraries.	MLS
<b>Enhance the role of libraries as community centers</b>	Number of residents served by public libraries that have been designated as Ports in the Storm or as FEMA-designated Disaster Recovery Centers (DRC) following a gubernatorally or presidentially declared disaster	This measure tracks the total number of residents served by public libraries that have been designated as Ports in the Storm during and after or as FEMA-designated Disaster Recovery Centers (DRC) following a gubernatorally or presidentially declared disaster.	MBLC

GOAL	MEASURE	DESCRIPTION	SOURCE
	Community engagement projects as a percent of total projects	This measure tracks the percent of community engagement projects as a percent of all library grant projects.	MBLC
<b>Improve access to all library services for all residents of the Commonwealth</b>	Total visitors per year to the MBLC web page	This measure tracks the total number of visitors to <a href="http://libraries.state.ma.us">http://libraries.state.ma.us</a> .	MBLC
	Number of Facebook likes	This measure tracks the total number of likes on the MBLC Facebook page <a href="https://www.facebook.com/mblcma">https://www.facebook.com/mblcma</a> .	MBLC
	Percent of municipalities certified in the State Aid to Public Libraries program	This measure tracks the percent of municipalities certified in the State Aid to Public Libraries program. The State Aid program (MGL 78:19A&B) provides incentives for municipalities to meet minimum standards of service.	MBLC
	Number of blind and disabled residents served	This measure tracks the total number of active borrowers of the Perkins and Worcester talking book programs.	Perkins and Worcester Public Library
	Number of items circulated through the talking book programs	This measure tracks the total number of items circulated by Worcester and Perkins through the talking book programs.	Perkins and Worcester Public Library
<b>Enhance the quality of library services</b>	Number of attendees at MBLC and MLS training programs	This measure tracks the total number of attendees at MBLC and MLS training programs for staff, trustees and friends.	MBLC and MLS
	Number of available digitized items	This measure tracks the total number of digitized items available through the Library for the Commonwealth (Boston Public Library).	Boston Public Library
	Number of new or renovated library construction projects underway	This measure tracks the total number of new or renovated public library construction projects underway.	MBLC
	Number of grants awarded for the Customer Service in the Digital Age program	This measure tracks the total number of grants awarded for the Customer Service in the Digital Age program. These grant-funded projects will help libraries with traditional customer service and expand the concept into the world of social media and online use.	MBLC
<b>Improve agency customer service</b>	Number of page views on the online Newsroom	This measure tracks the total number of page views on <a href="http://mblc.state.ma.us/newsroom">http://mblc.state.ma.us/newsroom</a> .	MBLC
	Number of page views on the MBLC website	This measure tracks the total number of page views on the MBLC agency website <a href="http://mblc.state.ma.us">http://mblc.state.ma.us</a>	MBLC

GOAL	MEASURE	DESCRIPTION	SOURCE
	Percent of librarian survey respondents reporting a positive customer service experience with MBLC	This measure tracks the percent of librarian survey respondents reporting a positive customer service experience with MBLC. MBLC will conduct a random survey of librarians throughout the Commonwealth to solicit feedback on its customer service in FY2014.	MBLC